

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No.	:	10/805,870	Confirmation No.	1784
Applicant	:	Eric B. Watson, et al.		
Filed	:	03/22/2004		
Title	:	SYSTEM AND METHOD FOR OPTIMIZING PAID LISTING YIELD		
Group Art Unit	:	3688		
Examiner	:	Darnell A. Pouncil		
Docket No.	:	MFCP.140316		
Customer No.	:	45809		

VIA EFS – September 9, 2009

Mail Stop RCE
Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

SUBMISSION IN SUPPORT OF REQUEST FOR CONTINUED EXAMINATION

In response to the Final Office Action mailed June 9, 2009, Applicant respectfully requests continued examination of the above-identified Application. The following is in accordance with the requirements for submission under 37 C.F.R. § 1.114(c) and MPEP 706.07(h), Sec. II. In response to the Final Office Action, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the Listing of Claims that begins on page 2 of this paper.

Remarks: begin on page 8 of this paper.